

## REMARKS

Claims 1-20 are pending. The Examiner's reconsideration of the rejections in view of the amendments and remarks is respectfully requested.

Claims 1-3 and 5-20 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Herrod et al. (U.S. Patent No. 6,405,049) in view of Berstis (U.S. Patent No. 6,542,824). The Examiner stated essentially that the combined teachings of Herrod and Berstis teach or suggest all the limitations of Claims 1-3 and 5-20.

Claims 1 and 20 claim, *inter alia*, “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device in relation to the local reference frame.” Claim 15 claims, *inter alia*, “a user selectable trigger of the portable display device for triggering a correlation means; the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space.”

Herrod teaches a terminal and access point for transmitting information concerning products available in the locality of the terminal for display (see col. 10, lines 36-44). Herrod does not teach or suggest “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an

orientation of the portable display device within the three dimensional space” as claimed in Claim 15. Herrod teaches information is provided based on push technology according to a position of a device (see col. 10, lines 36-44) or based on user requests for product information using menu screens (see col. 11, lines 51-53). The push technology does not use a request via the device, nor a trigger of the device. Further, the user requests of Herrod do not use position or orientation in determining a product; Herrod teaches that a product is selected entirely through typing a name or selecting a product from a menu. Nowhere does Herrod teach or suggest “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space” as claimed in Claim 15. Therefore, Herrod fails to teach or suggest all the limitations of Claims 1, 15, and 20.

Berstis teaches an inertial motion sensor (see Abstract). Berstis does not teach “requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device” as claimed in Claims 1 and 20, nor, “a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space” as claimed in Claim 15. Berstis’ inertial

motion sensor is implemented in a GPS device for aiding positioning software. Berstis' inertial motion sensor does not include facilities for requesting via the portable display device the product information, nor a user selectable trigger of a portable display device for triggering a correlation means. Therefore, Berstis fails to cure the deficiencies of Herrod.

The combined teachings of Herrod and Berstis teach information pushing based on a position or a device and user selections of product information via menu screens. The combined teachings of Herrod and Berstis fail to teach or suggest "requesting via the portable display device the product information, wherein the product identifier corresponding to the product information is selected according to the position and the orientation in the three dimensional space of the portable display device" as claimed in Claims 1 and 20, nor, "a user selectable trigger of the portable display device for triggering a correlation means, the correlation means for determining the object according to a known position of the object within the three dimensional space, and a position and an orientation of the portable display device within the three dimensional space" as claimed in Claim 15.

Claims 2, 3 and 5-14 depend from claim 1. Claims 16-19 depend from Claim 15. The dependent claims are believed to be allowable for at least the reasons given for Claims 1 and 15.

Claim 4 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Herrod in view of Berstis, and further in view of Stevens (US 2002/0087392). The Examiner stated essentially that the combined teachings of Herrod, Berstis and Stevens teach or suggests all the limitations of Claim 4.

Claim 4 depends from Claim 1. Claim 4 is believed to be allowable for at least the reasons given for Claim 1. The Examiner's reconsideration of the rejection is respectfully requested.

For the forgoing reasons, the application, including Claims 1-20, is believed to be in condition for allowance. Early and favorable reconsideration of the case is respectfully requested.

Respectfully submitted,



Nathaniel T. Wallace  
Reg. No. 48,909  
Attorney for Applicants

**Mailing Address:**  
F. CHAU & ASSOCIATES, LLC  
130 Woodbury Road  
Woodbury, New York 11797  
TEL: (516) 692-8888  
FAX: (516) 692-8889